

Wireless Charging Eliminates Tangled Cords

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- ▶ Concept of Wireless Charging

- ▶ Market Overview for Key Verticals

- ▶ Challenges and Market Potential in Consumer Applications
 - Mobile Phone
 - PMP/MP3
 - Digital Still Camera
 - Personal Computing

- ▶ Total Addressable Market of Wireless Charging Forecast

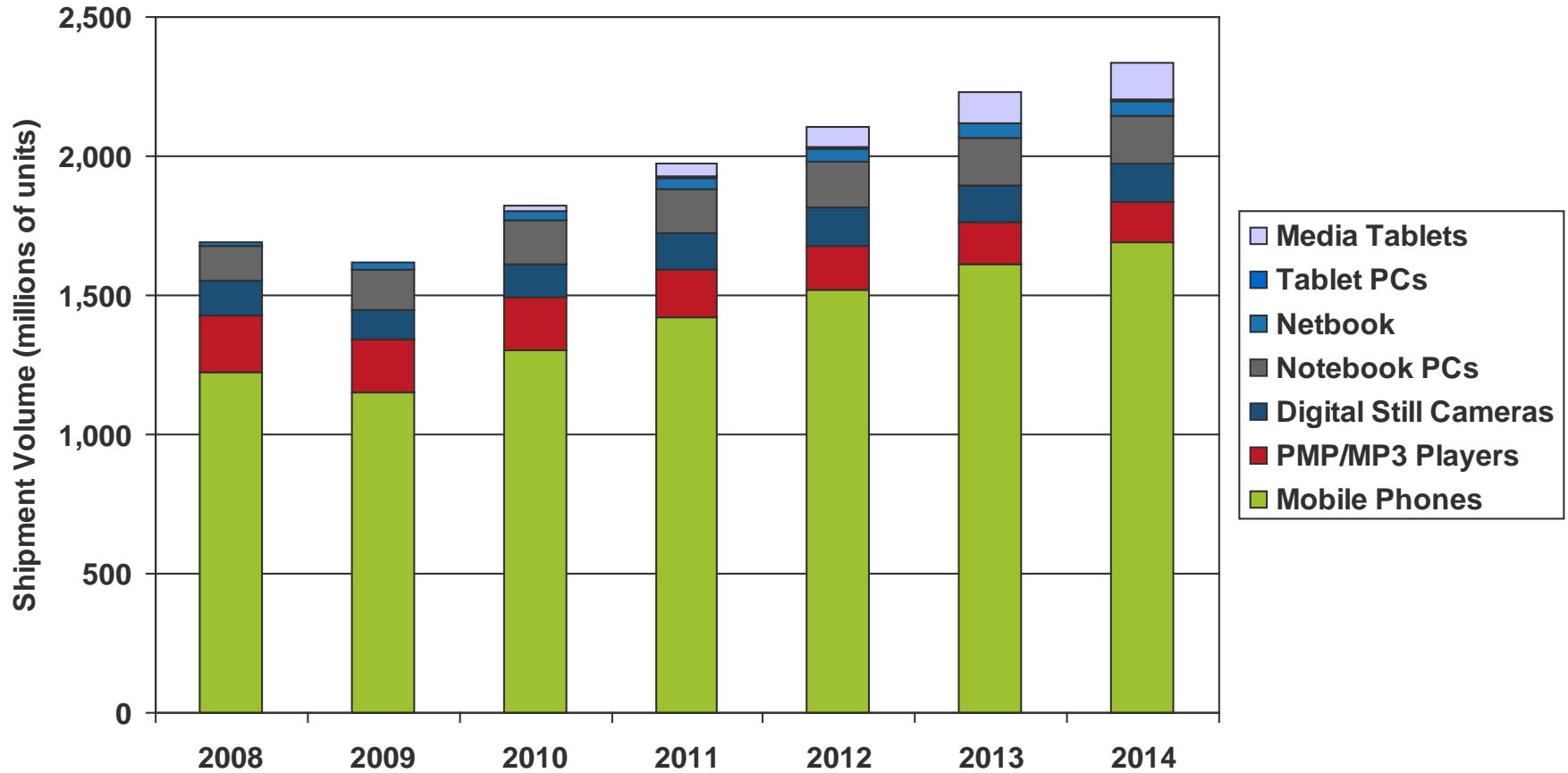
- ▶ Any flat surface can be wireless charging station for all range of consumer electronics
 - Kitchen counter top
 - Arm rest in automotives
 - Night stand
 - Lounge areas in public (i.e. hotel, airport)
- ▶ Wireless Charging = GREEN!
 - Eliminates the need for different connector tips
 - Eliminates unnecessary electronics ended up in landfill
- ▶ Wireless Charging = Universal
 - no more international power converters!
 - Wireless charging is smart charging

Different Devices Have Different Charging Requirement

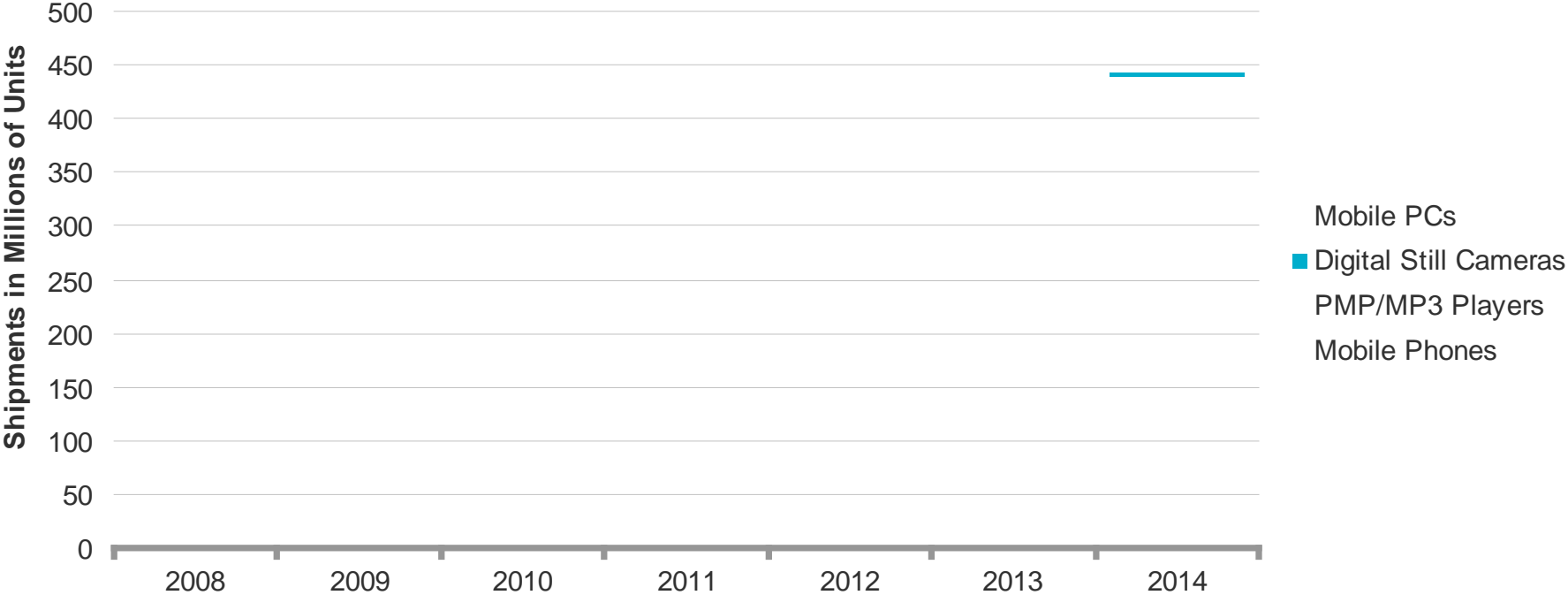
Consumer Product Category	Power Consumption profile (W)
Electric Toothbrush	< 1
PMP/MP3	2 ~ 3
handsets	5
DSCs	8
Tablets	25 ~ 30
Netbook	30 ~ 40
laptop	65 ~ 90

- ▶ Ideal goal is to convert all flat surface into wireless charging station for all range of consumer electronics
- ▶ Challenge in power regulation
 - Over-powered devices might get permanent circuit damage
 - Requires communication and control protocol to be in place
- ▶ Under current market dynamics, Interoperability is impossible
 - Requires a dominant technology
 - Global standardization needs to be implemented

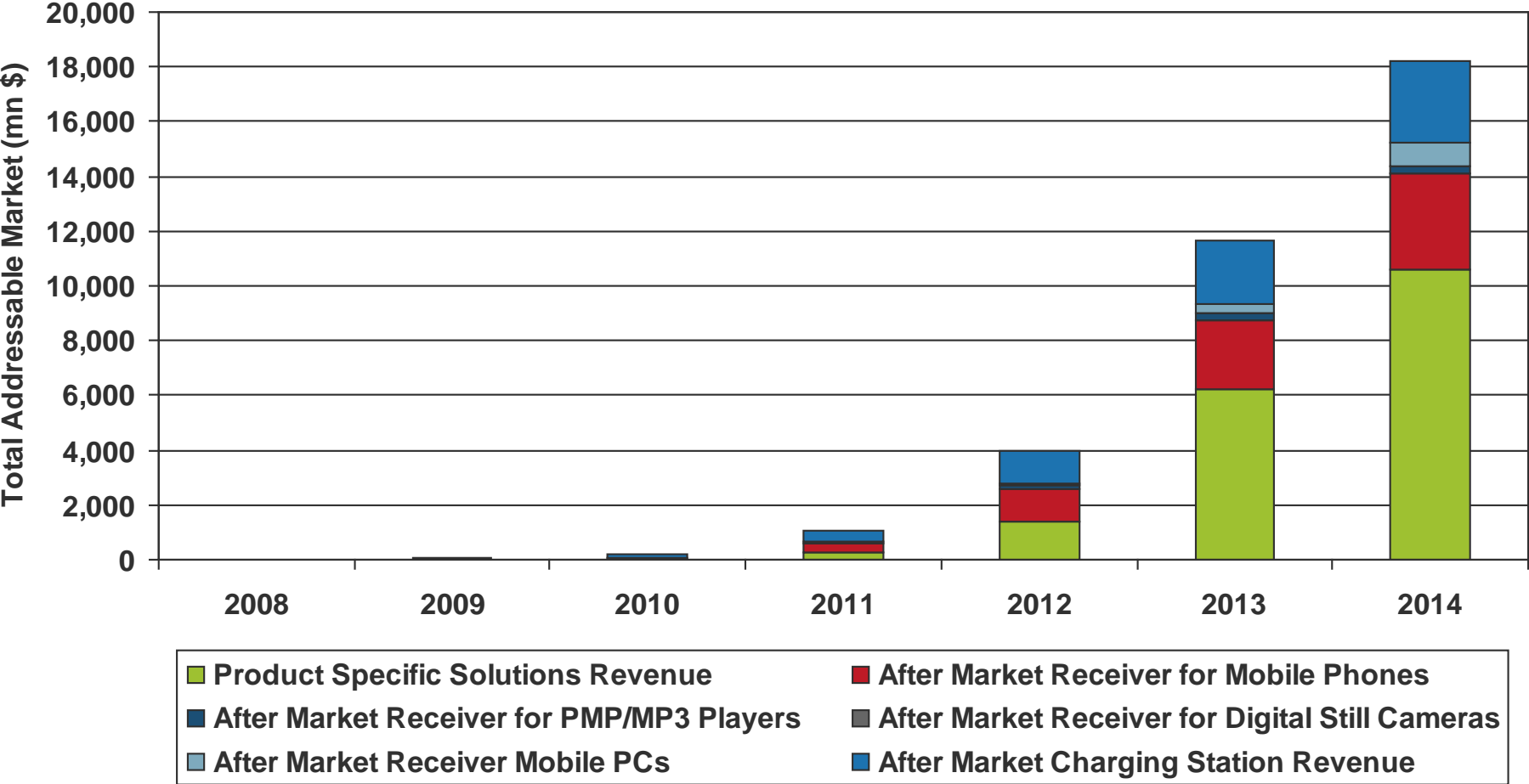
Market Overview for Key Verticals



Wireless Charging Penetration by Application, 2008 - 2014



Total Addressable Market



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